

Resource	Author / Publisher	Location	Notes
9 PR Fiascos that were Handled Brilliantly by Management	Kim Bhasin/Business Insider	http://www.businessinsider.com/pr-disasters-crisis-management-2011-5?op=1	Can be used to meet Standards 21 and 22 in Advertising and Public Relations.
ABA Experts on Call	American Bankers Association	http://www.aba.com	Information on real world banking and gives tips.
AdText	Advertising Educational Foundation	www.adtextonline.org	An interdisciplinary curriculum for advertising in society, culture and history.
Advertising Age	Crain Communications	http://adage.com/	Discusses all current events related to advertising and PR. Articles include digital ad fraud and more.
Advertising and Promotion: An Integrated Marketing Communications Perspective	McGraw-Hill, 9th Edition, 2012.	http://highered.mcgraw-hill.com/sites/0073404861/information_center_view0/table_of_contents.html	Large sections of the text (including case studies) are available online.
Biz/ed	Bizedco.uk	http://www.bized.co.uk/educators/16-19/business/hrm/activity/buscomm.htm	Business communications activities, includes business profile section
Businessballs.com	Alan Chapman	http://businessballs.com/teambuilding.htm	Free team building for employee motivation training, includes ideas, games, and activities.
CNN Money	Time Warner Company	http://money.com	Online Money magazine.
Current Employment Statistics	US Department of Labor	http://www.bls.gov/ces	Website can be used to meet course standards covering occupations. Marketing I Standards 30 and 31, Advertising and Public Relations Standard 2.
Entrepreneurship.org	Kauffman Foundation	http://www.entreworld.org	Information on entrepreneurship and management
EverFi Personal Finance	EverFi	http://www.everfi.com/	EverFi web-based modules teach financial literacy in an interactive and engaging manner.
Federal Deposit Insurance Corporation	FDIC Office of Inspector General	http://www.fdic.gov/regulations/	Learn how the FDIC regulates and examines banks.
Federal Reserve System	Federal Reserve	www.federalreserveeducation.org	Access all education resources available through the Federal Reserve on current financial topics.
Federal Trade Commission	FTC.gov	http://www.ftc.gov/news-events/media-resources/truth-advertising	Includes information on protecting consumers from fraud and deception, Green Guides- citing environmentally friendly products.
Federal Trade Commission	FTC.gov	http://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/fair-packaging-labeling-act	Includes rule summary of FPLA.
FoolProof Foundation	FoolProof Foundation	www.foolproofteacher.com	Highly interactive program teaches financial responsibility, the importance of using caution, questioning sellers, and relying on independent research before spending money. Appropriate for multiple Personal Finance standards.
Franchise.com	Franchise.com	http://www.franchise.com	Information on franchising a business
Free Sample Marketing Plans	Mplans	http://www.mplans.com/sample-marketing-plans.php#Uv0pumJdUmN	Get practical ideas and good models with dozens of examples.
HSH.com - We Research, You Save	HSH & Associates	http://www.hsh.com	Nation's largest publisher of consumer loan information; mortgage and loan calculators. Can be used in Standard 12 in Personal Finance and others.
Identity Theft and Fraud	US Department of Justice	http://www.justice.gov/criminal/fraud/wesites/idtheft.html	Most common ways to avoid identity theft and what to do if one is a victim.
Inc	Inc.com	http://www.inc.com/hollis-thomases/new-ways-to-advertise-on-social-media.html	As digital marketing evolves – the article takes a look at the most recent changes in the business industries.
International Money Fund	IMF	http://www.imf.org/external/index.htm	News, highlights, rankings and historical perspectives.
International or Global Marketing Case Studies	American Marketing Association	http://www.marketingpower.com	Can be used to meet Standard 26 in Advertising and Public Relations and in other Marketing courses.
Investopedia	InvestopediaUS	http://www.investopedia.com/terms/n/nafta.asp	International trade, globalization, NAFTA winners & losers. Can be used in Marketing I Standards 15 – 17.
IRS Forms	US Department of Treasury	www.irs.gov/vac/Forms-and-Schedules-for-1040	All IRS forms and schedules available. Can be used in Standard 6 in Personal Finance.
Journals of Travel Research - Market Segmentation by Motivation: The Case of Switzerland and Others	Sage Publications	http://www.jtr.sagepub.com	Can be used to meet Standard 26 in Advertising and Public Relations and other Marketing course standards.
Jump\$tart Coalition for Personal Financial Literacy	Jump Start Coalition	www.jumpstart.org	Site includes best practices, activities, news articles and more.
Katrina's Classroom: Teaching Money Skills for Life	Federal Reserve Bank of Atlanta	https://www.frbatlanta.org/education/katrinass-classroom.aspx	The 4-part curriculum uses hands-on learning strategies and technology integration to teach students about key personal finance concepts and how to apply what they've learned to explore options, make decisions, and complete projects using real-world tools. The activities incorporate opportunities for students to write, research, report, graph, calculate, evaluate, support a position, make decisions, and reflect as well as to work collaboratively in groups or individually. The unit focuses on goals, decision making, financial institutions, credit, education, careers, and budgeting. Appropriate for multiple standards in Personal Finance.
MBA Research & Curriculum Center	MBAResearch	www.MBAResearch.org	Research-based support for all Business Administration educators, finance, marketing, and management.

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My Credit Union	My Credit Union.gov	http://www.mycreditunion.gov/about-credit-unions/Pages/How-is-a-Credit-Union-Different-than-a-Bank.aspx	Learn about credit unions, financial tools and resources. May be used in multiple banking and finance courses.
My Fico	Fair Isaac Corporation	http://www.myfico.com/crediteducation/inyourreport.aspx	Covers credit ratings. Can be used in Standard 10 in Personal Finance and Standard 11 in Banking and Finance.
O*Net	US Department of Labor, Employment and Training Administration	www.onetonline.org/	Can be used to meet Standard 2 in Advertising and PR and Standards 30 and 31 in Marketing I.
Occupational Employment Statistics	US Department of Labor	http://www.bls.gov/oes	Can be used to meet Standard 2 in Advertising and PR and Standards 30 and 31 in Marketing I.
The Financial States of America	MoneyChoice.Org	http://www.moneychoice.org/states/	Provide USA map comparison of poverty rate, household income, millionaires and more.
The Millionaire Next Door	Forbes Publishing	www.barnesandnoble.com	This book highlights typical millionaires, not athletes or celebrities. Teaches the lesson of slowly accumulating money and living within your means.
The Motley Fool Investment Guide for Teens	Touchstone Publishing	www.amazon.com	This book teaches teens about investing, offers tips on how to build a stock portfolio, and the importance of long term investing and saving.
The Times 100 Business Case Studies	The Times LLP England	http://businesscasestudies.co.uk/kelloggs/using-new-product-development-to-grow-a-brand/#axzz2tEgPiByu	How to grow a brand –has accompanying lesson suggestion and worksheets. Can be used in Standards 23 and 24 in Marketing & Management Principles.
The Times 100 Business Case Studies	The Times LLP England	http://businesscasestudies.co.uk/adidas/planning-effective-marketing-strategies-for-a-target-audience/#axzz2tEgPiByu	
TN Career Resources: CollegeforTN.org	State of Tennessee	www.collegefortn.org/	Can be used to meet Standard 4 in Personal Finance. In addition, it can be used for college research standards in other finance courses.
TN Core	TN Department of Education	http://www.tncore.org	Provides curricular resources/lessons.
US Small Business Administration	SBA.gov	http://www.sba.gov/content/advertising-and-marketing-law	Discusses Truth in Advertising Laws and provides Industry Guidelines.
Wall Street Journal	Dow Jones & Company, Inc.	http://info.wsj.com/classroom	Articles from the Wall Street Journal involving US Treasury, including a variety of new topics.